

1 **Amendment to the Claims**

2 **In the Claims:**

3 Please cancel Claim 17.

4 Please amend Claims 1, 12, 18, 22, 24, and 25 as follows.

5 1. (Currently Amended) A method for selectively displaying an additional content in a Web
6 page based on an available display area, comprising the steps of:

7 (a) automatically detecting dimensions of the available display area;
8 (b) automatically determining whether the additional content and a primary
9 content can both be fully displayed in a single Web page in the available display area without
10 requiring scrolling in more than one direction and without requiring substantial modification of either
11 the primary or the additional content, said additional content not being necessarily related to the
12 primary content; and if so,

13 (c) displaying the additional content and the primary content; else

14 (d) displaying only the primary content.

15 2. (Original) The method of Claim 1, wherein the available display area comprises an area
16 defined by a browser window produced by a browser program; and wherein the step of detecting the
17 dimensions of the available display area includes the steps of:

18 (a) detecting properties of the browser program that produced the browser
19 window;

20 (b) providing instructions compatible with the detected properties of the browser
21 program; and

22 (c) executing the instructions to automatically detect the dimensions of the
23 browser window.

24 3. (Original) The method of Claim 2, wherein the step of automatically determining occurs
25 when the browser window is initially displayed by the browser program.

26 4. (Original) The method of Claim 2, wherein the step of automatically determining
27 comprises the step of storing a pointer to a previously defined event handler used by the browser
28 program.

1 5. (Original) The method of Claim 4, wherein the previously defined event handler responds
2 to at least one of initially displaying content in the browser window, and resizing the browser
3 window.

4 6. (Original) The method of Claim 5, wherein the step of displaying only the primary content
5 comprises the step of executing the previously defined event handler.

6 7. (Original) The method of Claim 1, wherein the step of automatically determining
7 comprises the step of automatically determining if at least one dimension of the available display area
8 is sufficient to display the additional content.

9 8. (Original) The method of Claim 5, further comprising the step of responding to a change
10 in the available display area by again automatically determining whether the additional content and
11 the primary content can both be fully displayed in the available display area without requiring
12 scrolling in more than one direction.

A2
13 9. (Original) The method of Claim 1, wherein the step of automatically determining
14 comprises the step of iteratively automatically determining whether a further additional content can
15 be fully displayed with the primary content and a previous additional content in the available display
16 area without requiring scrolling in more than one direction.

17 10. (Original) The method of Claim 1, wherein the step of displaying the additional content
18 and the primary content comprises the steps of:

19 (a) determining whether the additional content was previously downloaded from a
20 remote storage; and if not,

21 (b) retrieving the additional content from the remote storage and displaying both
22 the primary content and the additional content; else

23 (c) displaying both the primary content and the additional content that was
24 previously downloaded from the remote storage.

25 11. (Original) A computer-readable medium having computer-executable instructions for
26 performing the steps recited in Claim 1.

27 12. (Currently Amended) A method for controlling display of a Web page on a device,
28 comprising the steps of:

29 (a) automatically determining an available display area for displaying a content of
30 the Web page on the device;

1 (b) automatically determining a combination of different portions of the content
2 that can be fully displayed in a single Web page in the available display area without requiring
3 scrolling in more than one direction and without requiring substantial modification of the content,
4 said step of automatically determining the combination of different portions of the content
5 comprising at least one of the steps of:

6 (i) automatically converting a portion of the content into a moving image
7 within the available display area; and

8 (ii) automatically subdividing a portion of the content into subportions that
9 are displayed sequentially within the available display area; and

10 (c) displaying only the portion of the content that can be fully displayed in the
11 available display area without scrolling in more than one direction and without requiring substantial
12 modification of the content.

13 13. (Original) The method of Claim 12, further comprising the step of dividing the Web page
14 into discrete content modules that are selectively displayable.

15 14. (Original) The method of Claim 12; wherein the step of determining the portion of the
16 content that can be fully displayed in the available display area without requiring scrolling in more
17 than one direction comprises the step of prioritizing different portions of the content based on an
18 order of importance, said different portions of the content corresponding to specific areas of the Web
19 page that are selectively displayed as a function of the available display area.

20 15. (Original) The method of Claim 14, wherein the step of prioritizing comprises the step of
21 ranking the different portions of the content according to their importance in conveying information
22 on the Web page.

23 16. (Original) The method of Claim 12, wherein the step of automatically determining the
24 portion of the content that can be fully displayed in the available display area without requiring
25 scrolling in more than one direction, comprises the steps of:

26 (a) detecting a respective share of the available display area required by each
27 portion of the content; and

28 (b) automatically determining a combination of different portions of the content
29 that are displayable in the display area, based upon the respective share of the display area required
30 by each different portion of the content.

1 17. (Cancelled)

2 18. (Currently Amended) A method for providing an additional content to a browser
3 program for display in a browser window without requiring scrolling in more than one direction to
4 fully display the additional content, comprising the steps of:

5 (a) automatically detecting properties that identify the browser program;

6 (b) automatically determining instructions that are compatible with the browser
7 program, to display at least a portion of the additional content without scrolling in more than one
8 direction and without requiring substantial modification of the additional content, based on an
9 available display area in the browser window; and

10 (c) communicating the instructions to the browser program, said instructions
11 causing the additional content to be fully displayed only if possible to do so without requiring
12 scrolling in more than one direction and without requiring substantial modification of the additional
13 content.

14 19. (Original) The method of Claim 18, wherein the step of automatically detecting
15 comprises the step of parsing a request from the browser program for content to be displayed by the
16 browser program, to determine information that identifies the browser program.

17 20. (Original) The method of Claim 18, wherein the step of automatically determining
18 comprises the steps of:

19 (a) determining a type of the browser program being used from the set of
20 properties; and

21 (b) selecting specific instructions written to be implemented by the type of the
22 browser program being used.

23 21. (Original) The method of Claim 18, wherein the step of communicating comprises the
24 steps of:

25 (a) obtaining the instructions that are compatible with the browser program;

26 (b) upon receiving a request for a content from the browser program, providing a
27 response that includes at least a portion of the content requested and the instructions; and

28 (c) conveying the response to the browser program.

29 22. (Currently Amended) A system for displaying a Web page and selectively displaying an
30 additional content, based on an available display area, comprising:

- 1 (a) a memory adapted to store data and machine instructions;
- 2 (b) a processor coupled to the memory, said processor controlling storage of data
- 3 in the memory and executing the machine instructions to implement a plurality of functions;
- 4 (c) a persistent storage device, coupled to the processor and the memory, on which
- 5 are stored machine instructions, which when executed by the processor, cause it to selectively fully
- 6 display a primary content of a Web page and the additional content without requiring scrolling in
- 7 more than one direction and without requiring substantial modification of either the primary or the
- 8 additional content, said additional content not being necessarily related to the primary content; and
- 9 (d) a display on which said primary content and said additional content are
- 10 rendered in accord with the machine instructions, said display being controlled by the processor, said
- 11 plurality of functions implemented by the processor executing the machine instructions including:
- 12 (i) detecting dimensions of the available display area;
- 13 (ii) selectively displaying both the primary content and the additional
- 14 content, if the primary content and the additional content are fully displayable without scrolling in
- 15 more than one direction; and if not,
- 16 (iii) displaying only the primary content.

17 23. (Original) The system of Claim 22, wherein the machine instructions that cause the

18 processor to selectively display the additional content are downloaded to the memory over a

19 computer network.

20 24. (Currently Amended) A system for displaying a Web page and selectively displaying an

21 additional content, based on an available display area, comprising:

- 22 (a) a remote computer operatively connected to a communication network, said
- 23 remote computer including a processor, and a memory in which machine instructions are stored that
- 24 when executed by the processor while the remote computer is coupled in communication with a client
- 25 device, carry out a plurality of functions, including:
- 26 (i) identifying a client browser program running on the client device;
- 27 (ii) determining machine instructions that are compatible with the client
- 28 browser program, for causing the client browser program to fully display at least a selected portion of
- 29 the additional content without scrolling in more than one direction and without requiring substantial
- 30 modification of the additional content, based on the available display area on the client device; and

1 (iii) communicating the machine instructions to the client browser program;
2 and

3 (b) a client device operatively connected in communication with the remote
4 computer over said communication network, the client device including a display, a processor, and a
5 memory in which instructions are stored, said instructions, when executed by the processor in the
6 client device, carrying out a plurality of functions, including:

7 (i) communicating said client browser properties to said remote computer
8 when requesting a primary content of a Web page from said remote computer;

9 (ii) receiving said primary content and said machine instructions from said
10 remote computer;

11 (iii) detecting dimensions of an available display area on the client device;

12 (iv) determining whether the additional content and the primary content can
13 both be fully displayed in the available display area without requiring scrolling in more than one
14 direction; and if so

15 (v) displaying the additional content and the primary content, on the display
16 of the client device; else

17 (vi) displaying only the primary content on the display of the client device.

18 25. (Currently Amended) A computer-readable medium having a computer-executable
19 component that performs steps (b) - (d) of Claim 1 for selectively displaying an additional content in
20 a Web page based on an available display area, wherein said component is integral with a browser
21 program in which the Web page is displayed, said computer-executable component causing a
22 plurality of functions to be carried out when executed by a computer, including:

23 (a) automatically determining whether an additional content and a primary content
24 can both be fully displayed in a single Web page in an available display area without requiring
25 scrolling in more than one direction and without requiring substantial modification of either the
26 primary or the additional content, said additional content not being necessarily related to the primary
27 content; and if so,

28 (b) displaying the additional content and the primary content; else

29 (c) displaying only the primary content.
30